Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A <u>computerized</u> method of managing business data comprising:

gathering product information of at least one product from a plurality of establishments, the product information including a plurality of core traits from the at least one product described by the at least one establishment's brand-specific attributes;

<u>defining at least one XML (Extensible Markup Language) schema for the product information to reside;</u>

extracting the core traits from the at least one product's product information <u>based on the XML schema defined;</u>

removing the brand-specific attributes from the core traits; and

creating a <u>user accessible</u> database <u>of XML instances of the schema, the XML instances</u> including generic core product information from the core traits.

2. (original) The method of claim 1, wherein generic core product information includes information that is utilized by a plurality of establishments as a parameter of the product.

3. (original) The method of claim 1, further comprising storing the core product information in the database.

4. (original) The method of claim 1, further comprising providing access to the core product information regardless of the product information's origin.

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5. (original) The method of claim 1, wherein the core traits include at least one trait selected from physical characteristics, reliability specifications, durability ratings, availability status, price, shipping information, warranty coverage, consumer reviews, and technical specifications.

6. (original) The method of claim 1, wherein the core product information is displayable in a user template.

7. (original) The method of claim 1, wherein the establishments are selected from manufacturing establishments, service establishments, retail establishments, channel partners and wholesale establishments.

8. (original) The method of claim 1, wherein extracting includes applying at least one schema making the product information's structure generic.

9. (original) The method of claim 8, wherein the at least one schema enables computer-executable instructions to, when executed in a processing system, cause the processing system to extract the core traits from the product information.

10. (original) The method of claim 1, wherein extracting includes applying at least one schema to the product information defining the core traits of the product information.

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11. (original) The method of claim 1, wherein extracting includes placing the core traits into categories.

12. (original) The method of claim 1, wherein extracting includes applying at least one schema to the product information.

13. (original) The method of claim 12, wherein the at least one schema identifies the core traits of the product information.

14. (original) The method of claim 12, wherein the at least one schema removes non-core attributes from the product information.

15. (original) The method of claim 1, wherein extracting includes at least one schema that can be applied successively to the product information creating several layers of core product information.

16. (original) The method of claim 1, wherein extracting includes grouping the core traits according to different schema.

17. (currently amended) The method of claim 10, wherein allowing extracting includes placing the core product information in a user template, the at least one schema identifying the location in the template where the core product information is placed.

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18. (original) The method of claim 1 wherein the schema are hierarchical identifying several different levels of detail of core attributes in each layer.

19. (original) The method of claim 1 wherein extracting can occur repetitively to create several layers of core attributes.

20. (original) The method of claim 1, wherein storing includes using a computer readable software language.

21. (original) The method of claim 1, wherein storing includes using extended markup language "(XML").

22. (currently amended) A computerized method of managing business information comprising:

gathering source specific information from at least one source;

extracting from the source specific product information a plurality of core traits of the source specific product information by applying at least one XML (Extensible Markup Language) schema, wherein the at least one XML schema identifies the core traits of the source specific product information, removing any unrecognized parameters in the source specific product information, and structuring the core traits into categories-;

creating a user accessible database including generic core product information from the core traits; and

disseminating the core traits by applying the at least one XML schema to a user template.

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23. (original) The method of claim 22, wherein the core traits include at least one trait selected from physical characteristics, reliability specifications, durability ratings, availability status, price, shipping information, warranty coverage, consumer reviews and technical specifications.

24. (original) The method of claim 22, wherein the core product information is placed in a user template.

25. (original) The method of claim 22, wherein extracting includes applying at least one schema identifying generic core product information.

26. (original) The method of claim 25, wherein the at least one schema enables computer-executable instructions to, when executed in a processing system, cause the processing system to extract the core traits from the product information.

27. (original) The method of claim 22, wherein generic core product information includes information used by a plurality of establishments as parameters of a product.

28. (original) The method of claim 22, wherein extracting includes applying at least one schema to the product information defining the core traits of the product information.

29. (original) The method of claim 22, wherein extracting includes at least one schema that can be applied successively to the product information creating several layers of core product information.

30. (original) The method of claim 22, wherein extracting includes grouping the core traits according to different schema.

31. (currently amended) The method of claim 22, wherein ~~allowing~~ extracting includes placing the core product information in a user template, the at least one schema identifying the location in the template where the core product information is placed.

Claims 32-68 previously cancelled without prejudice.

69. (currently amended) A computer readable medium containing executable instructions which, when executed in a processing system, causes the system to:

gather product information from a plurality of establishments, the product information using the establishment's brand-specific attributes to describe a product's core traits;

extract the core traits from the product information by applying at least one <u>XML (Extensible Markup Language)</u> schema wherein the at least one <u>XML</u> schema identifies the core traits of the source specific product information, removes any inconsistencies in the product information, and structures the core traits into categories ;

creates a consistent generic ~~Extended Markup Language ("XML")~~ database of core traits; and

provides access to the core product information.

70. (currently amended) A system for managing business information in a computer network comprising:

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at least one client processor operating a client browser coupled among at least one server system and a generic consistent XML (Extensible Markup Language) database, wherein the server system gathers business data from a plurality of sources and wherein the database resides independent of the server system or the client processors;

at least one XML schema, wherein the at least one schema identifies the core information from the business data and stores the core information extracted from the business data in ~~Extended Markup Language ("XML")~~ in the generic consistent XML database; and

output templates, wherein the output templates identify core information based on the at least one XML schema to be accessed from the generic consistent XML database and disseminated by a plurality of mediums.

71. (currently amended) The system of claim 70, wherein the generic consistent XML database resides within the server system.

Claims 72-106 previously cancelled without prejudice.

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